

MEMO

Date: March 3, 2005
To: Community, Economic and Human Development Committee (CEHD)
From: Mark Butala, Senior Regional Planner, SCAG
Subject: Compass 2% Strategy Implementation Update

SUMMARY

This presentation builds on February's discussion of the subregional Compass 2% Strategy Opportunity Areas. Committee members will review in more detail the 2% Strategy cities' tiering designations and subregional maps that visually portray strategic growth areas along corridors, in centers, and in other areas that support the Compass goals and principles.

BACKGROUND

The FY 04-05 Compass work program focuses on the unique opportunity, presented by the CEHD Committee and Regional Council in June 2004 in approving the vision, to further enhance relationships with the many jurisdictions and residents of the region.

The first step in this project is to create a consensus building system to help realize the benefits of the Growth Vision's "2% Strategy." The 2% Strategy is defined by "Compass Opportunity Areas." Focusing efforts in these limited areas can yield the greatest benefit to cities and the region. SCAG will work hand in hand with local partners to identify these critical areas, relying heavily on visual aids and maps to illustrate the opportunities.

Once the opportunity areas are identified, a set of tools and resources will be developed with cities, counties, and other stakeholders to help implement the vision. A key aspect will be a monitoring system that is readily available, coupled with results that are easy to understand and share, to track the land use successes showing benefit to the region's transportation system. The action plan's final component will be a series of demonstration projects, in key opportunity areas, to show what the vision could look like "on the ground."